

**MARKET SHARE INCREASE ONLY**

**Table 4b - GVAG Assessment of Capacity Amended to Include Increase in Market Share at 2014 - 3%**

	2006	2011	2012	2013	2014	2015	2016	2021
Total available expenditure	1,635,081	2,082,619	2,186,045	2,294,471	2,405,171	2,524,287	2,652,422	3,469,458
Market share from Survey Area	23%	23%	23%	23%	26%	26%	26%	26%
Survey Area Residents Spending	370,263	472,108	502,790	527,728	625,344	656,315	689,630	902,059
Inflow to Salisbury City Centre from Beyond the Study Area (15%)	42,114 11%	53,712 11%	55,307 11%	58,050 11%	68,788 11%	72,195 11%	75,859 11%	99,226 11%
Total City Centre Turnover	412,377	525,820	558,097	585,778	694,132	728,509	765,489	1,001,286
Existing floorspace	64,103	64,103	64,103	64,103	64,103	64,103	64,103	64,103
Sales per sq net £	6,433	7,103	7,245	7,390	7,537	7,688	7,842	8,658
Sales from existing floorspace	412,377	455,298	464,403	473,692	483,165	492,829	502,685	555,005
Sales from committed floorspace	0	0	0	0	0	39,649	40,442	44,651
Residual spending to support new shops	0	70,522	93,694	112,067	210,967	196,031	222,362	401,629
Sales per sq m net in new shops (£)	5,500	6,072	6,194	6,318	6,444	6,573	6,704	7,402
Capacity for new floorspace (sq m net)	0	11,614	15,127	17,742	32,738	29,824	33,166	54,258
The Maltings Town Centre Redevelopment	0	0	0	23,000	23,000	23,000	23,000	23,000
<b>Residual Capacity after Commitments</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-5,258</b>	<b>9,738</b>	<b>6,824</b>	<b>10,166</b>	<b>31,258</b>

Source and notes:

1. Tables 1 and 4a.

2. Commitment is turnover of Salisbury Retail Park (£39.649m) at 2015.

**Table 4b - GVAG Assessment of Capacity Amended to Include Increase in Market Share at 2014 - 5%**

	2006	2011	2012	2013	2014	2015	2016	2021
Total available expenditure	1,635,081	2,082,619	2,186,045	2,294,471	2,405,171	2,524,287	2,652,422	3,469,458
Market share from Survey Area	23%	23%	23%	23%	28%	28%	28%	28%
Survey Area Residents Spending	370,263	472,108	502,790	527,728	673,448	706,800	742,678	971,448
Inflow to Salisbury City Centre from Beyond the Study Area (15%)	42,114 11%	53,712 11%	55,307 11%	58,050 11%	74,079 11%	77,748 11%	81,695 11%	106,859 11%
Total City Centre Turnover	412,377	525,820	558,097	585,778	747,527	784,548	824,373	1,078,308
Existing floorspace	64,103	64,103	64,103	64,103	64,103	64,103	64,103	64,103
Sales per sq net £	6,433	7,103	7,245	7,390	7,537	7,688	7,842	8,658
Sales from existing floorspace	412,377	455,298	464,403	473,692	483,165	492,829	502,685	555,005
Sales from committed floorspace	0	0	0	0	0	39,649	40,442	44,651
Residual spending to support new shops	0	70,522	93,694	112,087	264,362	252,071	281,245	478,651
Sales per sq m net in new shops (£)	5,500	6,072	6,193	6,317	6,444	6,573	6,704	7,402
Capacity for new floorspace (sq m net)	0	11,614	15,128	17,743	41,027	38,352	41,952	64,667
The Matings Town Centre Redevelopment	0	0	0	23,000	23,000	23,000	23,000	23,000
<b>Residual Capacity after Commitments</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-5,257</b>	<b>18,027</b>	<b>15,352</b>	<b>18,952</b>	<b>41,667</b>

Source and notes:

1. Tables 1 and 4a.
2. Commitment is turnover of Salisbury Retail Park (£39.649m) at 2015.

**Table 4b - GVAG Assessment of Capacity Amended to Include Increase in Market Share at 2014 - 7%**

	2006	2011	2012	2013	2014	2015	2016	2021
Total available expenditure	1,635,081	2,082,619	2,186,045	2,294,471	2,405,171	2,524,287	2,652,422	3,469,458
Market share from Survey Area	23%	23%	23%	23%	30%	30%	30%	30%
Survey Area Residents Spending	370,263	472,108	502,790	527,728	721,551	757,286	795,727	1,040,837
Inflow to Salisbury City Centre from Beyond the Study Area (15%)	42,114 11%	53,712 11%	55,307 11%	58,050 11%	79,371 11%	83,301 11%	87,530 11%	114,492 11%
Total City Centre Turnover	412,377	525,820	558,097	585,778	800,922	840,588	883,257	1,155,330
Existing floorspace	64,103	64,103	64,103	64,103	64,103	64,103	64,103	64,103
Sales per sq net £	6,433	7,103	7,245	7,390	7,537	7,688	7,842	8,658
Sales from existing floorspace	412,377	455,298	464,403	473,692	483,165	492,829	502,685	555,005
Sales from committed floorspace	0	0	0	0	0	39,649	40,442	44,651
Residual spending to support new shops	0	70,522	93,694	112,087	317,757	308,110	340,129	555,673
Sales per sq m net in new shops (£)	5,500	6,072	6,193	6,317	6,444	6,573	6,704	7,402
Capacity for new floorspace (sq m net)	0	11,614	15,128	17,743	49,313	46,878	50,735	75,073
The Mallings Town Centre Redevelopment	0	0	0	23,000	23,000	23,000	23,000	23,000
Residual Capacity after Commitments	0	0	0	-5,257	26,313	23,878	27,735	52,073

**Source and notes:**

1. Tables 1 and 4a.
2. Commitment is turnover of Salisbury Retail Park (£39.649m) at 2015.